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**YOU'RE INVITED TO EXPERIENCE *BLISS* –
THE HERSHEY COMPANY CELEBRATES THE NATIONAL DEBUT OF
*HERSHEY'S BLISS*TM CHOCOLATE BY HOSTING 10 THOUSAND LAUNCH PARTIES**

Rich, Creamy, Bite-Sized Hershey's Bliss Chocolate Debuts in Three Unique Expressions

HERSHEY, Pa., March 27, 2008 – Tens of thousands of consumers are invited to experience bliss nationwide – in celebration of the launch of *Hershey's Bliss*TM chocolate, a new rich, creamy, bite-size chocolate indulgence from The Hershey Company. As part of the April 2008 launch, *Hershey's Bliss* chocolate is hosting 10 thousand chocolate parties in homes across America over the weekend of April 25. The bliss-themed launch parties will introduce guests to *Hershey's Bliss* chocolate while transporting their senses into a state of bliss with the world's most indulgent chocolate.

Available in three unique expressions, Milk Chocolate, Dark Chocolate and Milk Chocolate Meltaway, *Hershey's Bliss* chocolate is specially crafted to ensure that every detail contributes to the overall chocolate experience. The slight domed shape of the individual square fits the mouth perfectly, allowing the chocolate to melt evenly, cascading rich, creamy chocolate notes across the tongue. The finish is satisfying and sophisticated, a lasting reward.

“The chocolate masters at Hershey created *Hershey's Bliss* for consumers who appreciate the everyday joys in life,” said Michele Buck, Senior Vice President, Global Chief Marketing Officer, The Hershey Company. “*Hershey's Bliss* chocolate is meant to celebrate that joy and the *Hershey's Bliss* chocolate parties bring this experience to life by encouraging party goers to experience and share everyday bliss with their own friends and family.”

The weekend of April 25, *Hershey's Bliss* will be the guest of honor at 10 thousand *Hershey's Bliss* chocolate launch parties nationwide. Targeting female chocolate lovers, the parties will celebrate everyday bliss by

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gathering with friends and family to share personal stories of bliss while sampling Hershey's newest indulgence. To sign up to host a *Hershey's Bliss* Chocolate Party consumers should visit www.houseparty.com/hersheysbliss for more details or to register.

Hershey's Bliss chocolate is now available nationwide in 9.6 oz lay-down packages at grocery, mass and drug stores. *Hershey's Bliss* chocolate is a delicious reminder that “Bliss is everywhere. You just have to unwrap it.”™

About The Hershey Company

The Hershey Company (NYSE: HSY) is the largest North American manufacturer of quality chocolate and sugar confectionery products. With revenues of nearly \$5 billion and approximately 13,000 employees worldwide, The Hershey Company markets such iconic brands as *Hershey's*, *Reese's*, *Hershey's Kisses*, *Kit Kat*, *Twizzlers* and *Ice Breakers*. Hershey is the leader in the fast-growing dark and premium chocolate segment, with such brands as *Hershey's Bliss*, *Hershey's Special Dark*, *Hershey's Extra Dark* and *Cacao Reserve by Hershey's*. Hershey's *Ice Breakers* franchise delivers refreshment across a variety of mint and gum flavors and formats. Hershey's partnership with Starbucks offers a premium chocolate experience that combines the highest-quality chocolate with Starbucks coffee-house flavors, for a range of delicious and distinct chocolate products. In addition, Artisan Confections Company, a wholly owned subsidiary of The Hershey Company, markets such premium chocolate offerings as *Scharffen Berger*, known for its high-cacao dark chocolate products, *Joseph Schmidt*, recognized for its fine, handcrafted chocolate gifts, and *Dagoba*, known for its high-quality natural and organic chocolate bars. Visit us at www.hersheynewsroom.com.

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